

Mobility Trends in Utility Field Service –

Empowering your field workforce
to deliver better, faster service

At your side.



**Speaker: David Crist, Vice President,
Brother Mobile Solutions, Inc.**

About us:

Brother Mobile Solutions

- A subsidiary of Brother International – a \$5.4 billion worldwide company

Award-winning printers and AIOs, and P-touch Electronic Labeling Systems

- Primary focus:

Mobile printing and Labeling

- Key vertical markets:

Field Service, Route Accounting, Public Safety, Manufacturing

- Key products:

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PocketJet®

Thermal letter/legal mobile printers

MPRINT™

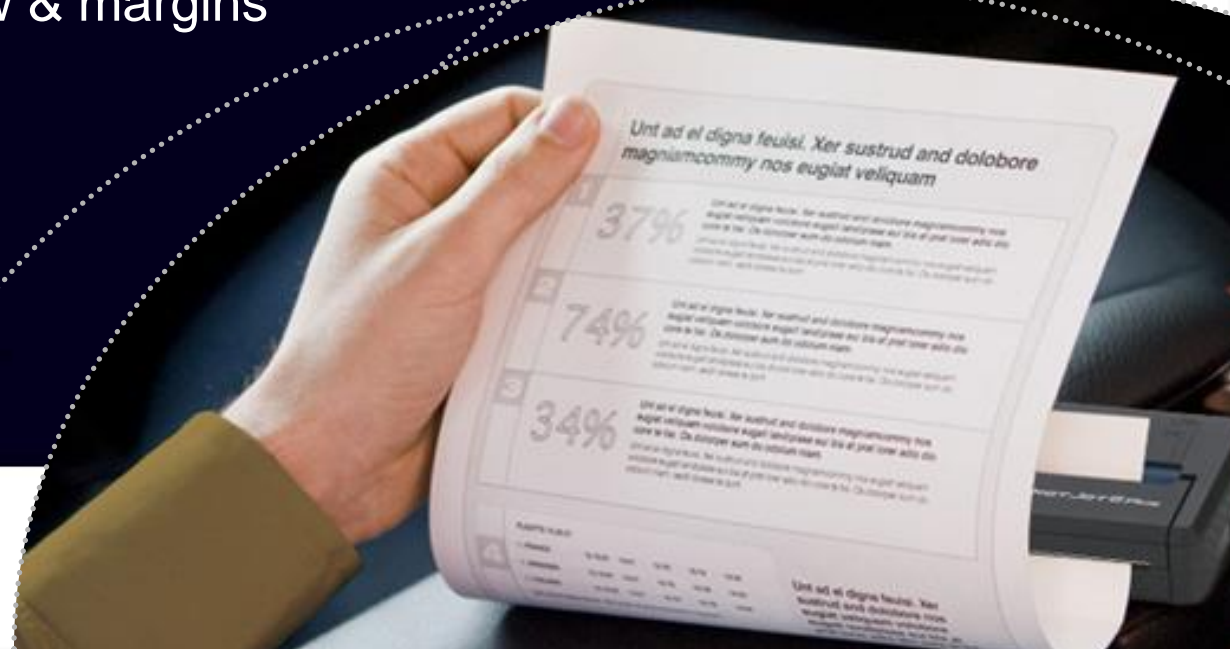
Small format, pre-sized thermal paper mobile printers

Today's discussion ...



How mobile solutions are empowering field service organizations for:

- Improved workforce productivity
- Faster service resolution
- Reduced service-related costs
- Reduced errors and duplication of efforts
- Improved cash flow & margins



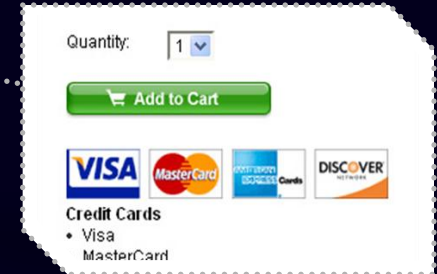
Today's field service environment

It's tough. And getting tougher.

Customers have an expectation of immediacy in all things ...

- Internet/Web, Handhelds, Blackberry
- Online ordering, payment, and express delivery
- No tolerance for error – or delay
- Business as usual doesn't cut it

Expect everyone to have the same urgency.



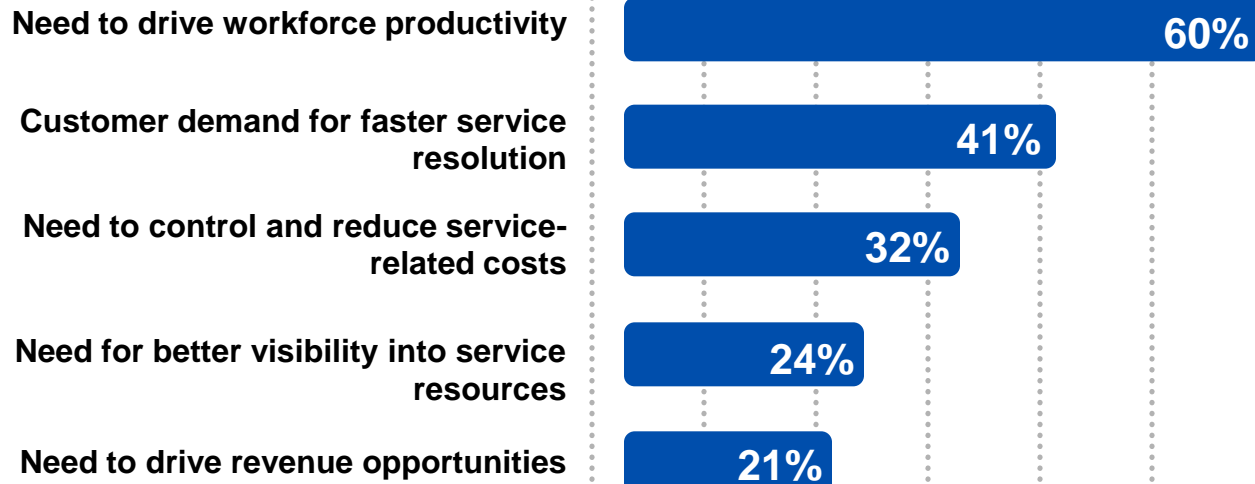
Quick poll ...



How many have already adopted mobile solutions in the field?

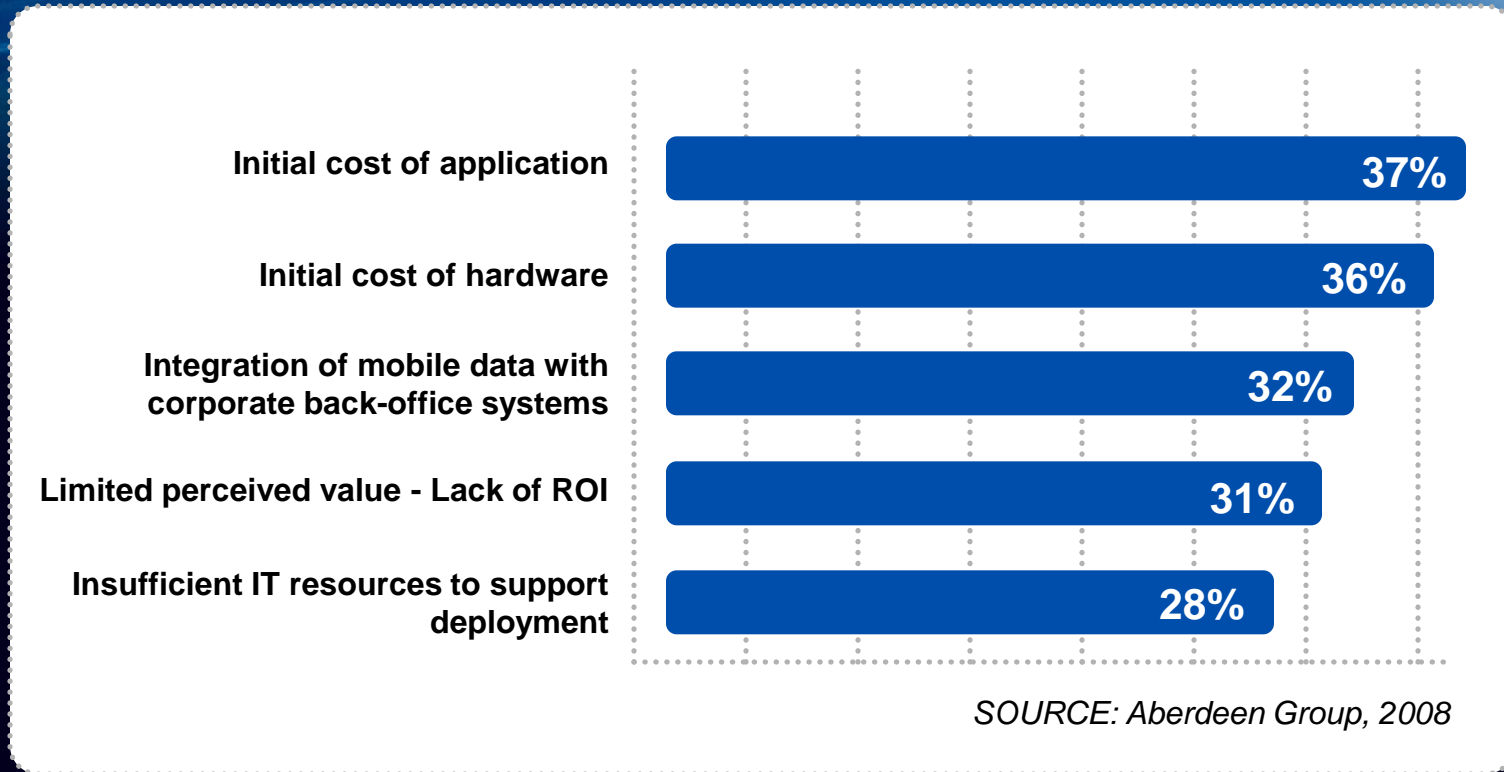
- If so, what pressure points pushed your decision?
- If not, what pressure points are delaying your decision?

Mobility aspirations – field service



SOURCE: Aberdeen Group, 2008

Mobility resistance factors



SOURCE: Aberdeen Group, 2008

As mobility benefits become clearer, resistance is diminishing ...

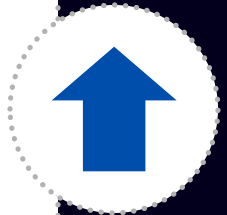
How is it going so far?



Adapting mobility is clearly paying off.

- According to a 2009 Aberdeen Group follow-up study of 200 field service professionals:

“ Those that are successful in extending the back-office to the field with convenient, well-integrated workflows have experienced significant 17% gains in service profitability from the deployment of mobile solutions. ”



- In a tough economy, that's pretty exciting

Aberdeen Group reports ...



Stunning differences between “Best-in-Class” (BIC) field service organizations and industry average (IA)

Goal	Industry Average (IA)	Best in Class (BIC)	Difference
SLA Compliance	75%	92%	23% increase
First-time fix	61%	77%	26% increase
Workforce productivity (average work orders completed daily) increase over the last year	9%	18%	100% increase
Current service margins (profit / revenue)	16%	26%	63% increase



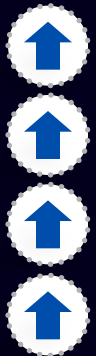
Mobility tools in use today

According to the 2009 Aberdeen Group study, among all respondents:



- Common mobility devices:
Rugged/Semi- Rugged handhelds, Rugged Laptops, Mobile Printers
- Projected increase in deployment:

Device	Current 2009	Estimated 2010	Difference
Rugged handhelds	18%	21%	17% increase
Semi-Rugged handhelds	11%	15%	36% increase
Ruggedized laptops	16%	24%	50% increase
Mobile printers	16%	25%	56% increase



- Confirmed by our own research:
 - Rugged, semi rugged handhelds – more penetration
 - Experience supports ruggedized laptops
 - Mobile printers becoming more important

Quick poll ...



How many are already deploying mobile printers?

- How have these changed your processes?
- What's on your wish list for an ideal mobile printing solution?
 - Ideal connectivity?
 - Page size?
 - Power & mounting options?
 - Other?

Types of mobile printers

At your side.

Letter/legal size “mobile” printers

- Thermal
 - Roll or sheet-fed printers
 - Common installation:
Dashboard or glove box mounted, hand carry
 - Advantages: Smaller size, easier to mount; no inks to manage – only supply is paper; printing can be almost any length

- Inkjets
 - Variations of sheet-fed desktop inkjets
 - Common installation:
Trunk or floor mounted
 - Disadvantages: Ink supplies can run out; ink can freeze; uses standard paper sizes (letter/legal/A4) only, Not designed for vehicles, bulkier, break easily

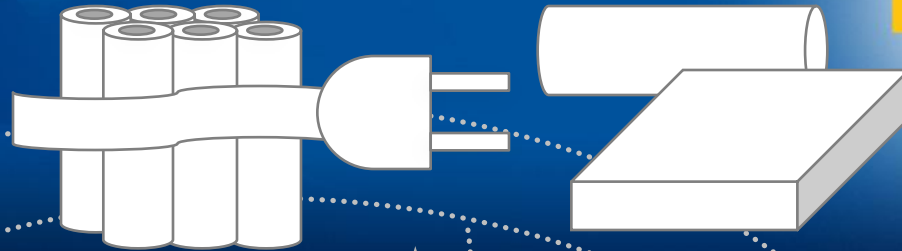


PocketJet Series Mobile Printers



PocketJet6 Plus

- Letter/legal size mobile thermal printer
- Extremely small about 10 inches
- Extremely light little more than 1lb with paper and AC adapter
- Versatile battery or AC adapter powered; roll fed or sheet fed
- Excellent connectivity available with Bluetooth®, IrDA, USB
- Excellent compatibility Windows®, MacOS, Linux, Symbian, Palm, PocketPC, Windows Mobile, RIM (Blackberry)
- High-quality output up to 300 dpi (laser quality)



10"



More mobile printers ... handhelds



Other types – handheld mobile printers (MPrint)

- Brother MPrint MW-145BT
 - Small-format mobile thermal printer with Bluetooth interface
 - Advantages: True pocket size; weighs only 11 oz, with battery and paper; IrDA, USB & Bluetooth connectivity; rechargeable battery, 300 x 300 dpi mono resolution

- Brother MPrint MW-260
 - Larger format mobile thermal printer
 - Advantages: Prints on paper up to 5.8" x 4.1"; weighs only 1.2 lbs. with battery and paper; IrDA, USB & Bluetooth connectivity; rechargeable battery, 300 x 300 dpi mono resolution



Mobile printing & workplace efficiency



Integrating mobile printers enables remote printing of ...

- Schedules & work orders
 - Start work immediately,
 - Improved accuracy
- Change orders and estimates
 - Cuts delays in waiting for paperwork
 - Strike while the iron is hot
- Customer invoices on completion of work
 - No delay in AR cycle – saves from 3-5 days
 - Closes the gap – performance & payment
 - Cuts costs of processing & mailing
- Up-sell materials
 - Coupons, special offers, promotion details
 - Extended warranty agreements

**enhanced
workflow
efficiency**

Real world example ...



Exelon

Situation:

- One of the nation 's largest electric companies
- 3,500 field technicians
- Serves 5.4 million customers, out of two divisions:
 - ConEd (N IL); PECO (SE PA)

Goal:

- Improve operational efficiency
- Improve accuracy
- Reduce costs



Real world example ...



Exelon

Challenge:

- 3,500 field techs, pick up packet of printed work orders at the office every day
 - Prescheduled work orders only; on call orders not handled efficiently
- On calls, make paper and pen notes & customer notifications
 - Potential errors in recording activities and leaving notes for customers
- Bring notes back to office at EOD for data entry
 - Handwritten notes difficult and time-consuming to enter

Answer?

- Created solution combining GPS, mobile computing, mobile printing, automation software and wireless connectivity

Real world example ...



Exelon

Execution:

- GPS tracking of vehicles; more efficient routing to on-calls
- Receive jobs on mobile PC; more efficient than preprinted work orders
- Enter data and transmit wirelessly; reduce data-entry time and errors
- Print notes and customer notifications in the field; reduce errors

Printer considerations:

- Large deployment – 3,500 field techs
- Needed a printer that "was reliable without being cost-prohibitive"
- Used a TCO analysis when reviewing hardware

Real world example ...

At your side.

Exelon

Chose Brother PocketJet Mobile Printers:

- Proven reliability in the field
- Small, lightweight, easy to adapt to vehicles
- High-resolution printing, for crisp text and graphics:
 - Up to 203X200dpi (PJ3 series); or up to 300X300dpi (PJ6 series)
- Connectivity – USB, IrDA, or optional Bluetooth technology



Use to date:

- Largely eliminated paper and pen use – and problems
- Print work tickets as dispatched with detailed task info, customer history, or notices for OOH customers – more efficient, less errors, easier to read

Ready to get started?



Visit us in the Technology & Solutions Center to view Mobile Solutions Demo!!



PocketJet6 Plus

QUESTIONS?



MW-260

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Thank you!

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